

# Apple “Unleashed” Event Held 18 October 2021

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SBAMUG Meeting October 27, 2021  
Kent McDonald

# Apple “Unleashed” Event Announcements

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- Music-Related Items
  - Apple Music “Voice Plan” \$5/month, Playlists only via SIRI Commands
  - HomePod Mini Smart Speaker, \$99 available in 3 new colors
  - AirPods 3rd Generation \$179, 3D Spatial Audio, Adaptive Equalizer, 6 hours per charge, Improved sweat/water resistance, “Force Sensor” for controlling music and calls, new look



# Apple “Unleashed” Event Announcements cont.-1

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- MacBook Pro in 14 and 16 inch screen sizes with M1Pro and M1Max Chips
  - Return of MagSafe Charging and Function Keys (in place of Touch Bar)
  - Rapid charging: 50% in 3 minutes via MagSafe 3 port
  - Three USB-C (Thunderbolt 4) ports, HDMI port, SD-Card Slot, 3.5mm Audio Jack
  - Display “notch” for added display area, improved 1080p camera
  - Upgraded audio system with improved microphones, larger drivers
  - Space Gray and Silver colors available



The Two New 14 & 16 inch  
MacBook Pros

Touch ID on Keyboard



Mag-Safe Power Connector  
Squared Edges like new iPadPro



XDC Card Slot, USB-C, HDMI ports



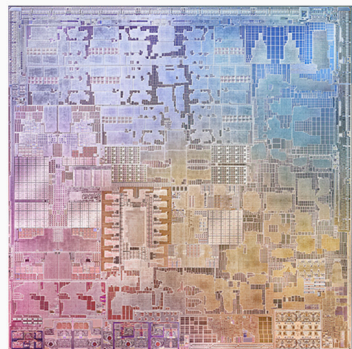
Liquid Retina XDR Display

Narrow Black Borders  
Notch for 1080p Webcam  
No Facial ID, 60-120 Hz Refresh  
High Resolution, High Contrast

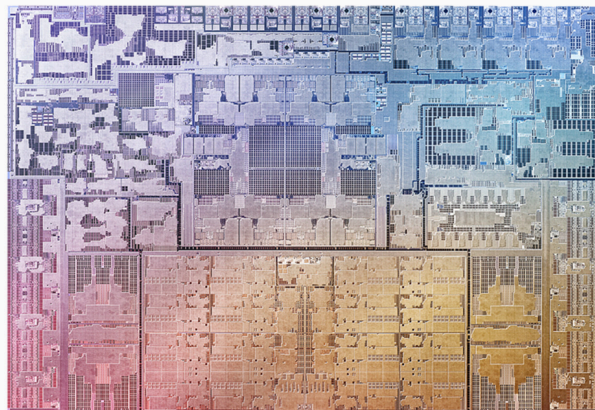
# MacBook M1 Pro and M1 Max Configurations

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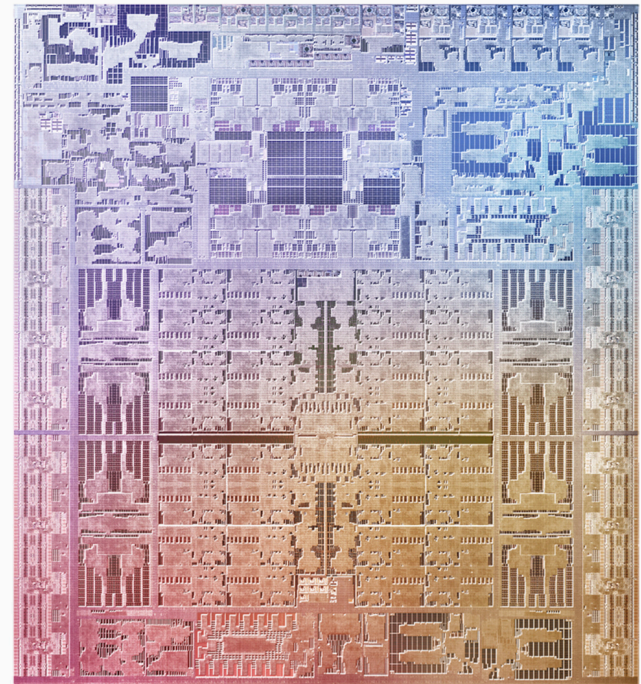
- Apple M1 Pro Chip or Apple M1 Max Chip in both 14 and 16 inch
- 8 or 10 Core CPU (14 inch), 10 core CPU (16 inch)
- 14 or 16 Core GPU (24 or 32 Core GPU M1Max)
- Up to 32 GB (64GB M1Max) Unified Memory
- 1 TB, 2 TB, 4 TB, or 8 TB Configurable SSD Storage
- 16 Core Neural Engine
- Up to 17 Hours (video Playback) Battery Life, 21 Hours for 16 inch



🍏 M1



🍏 M1 Pro



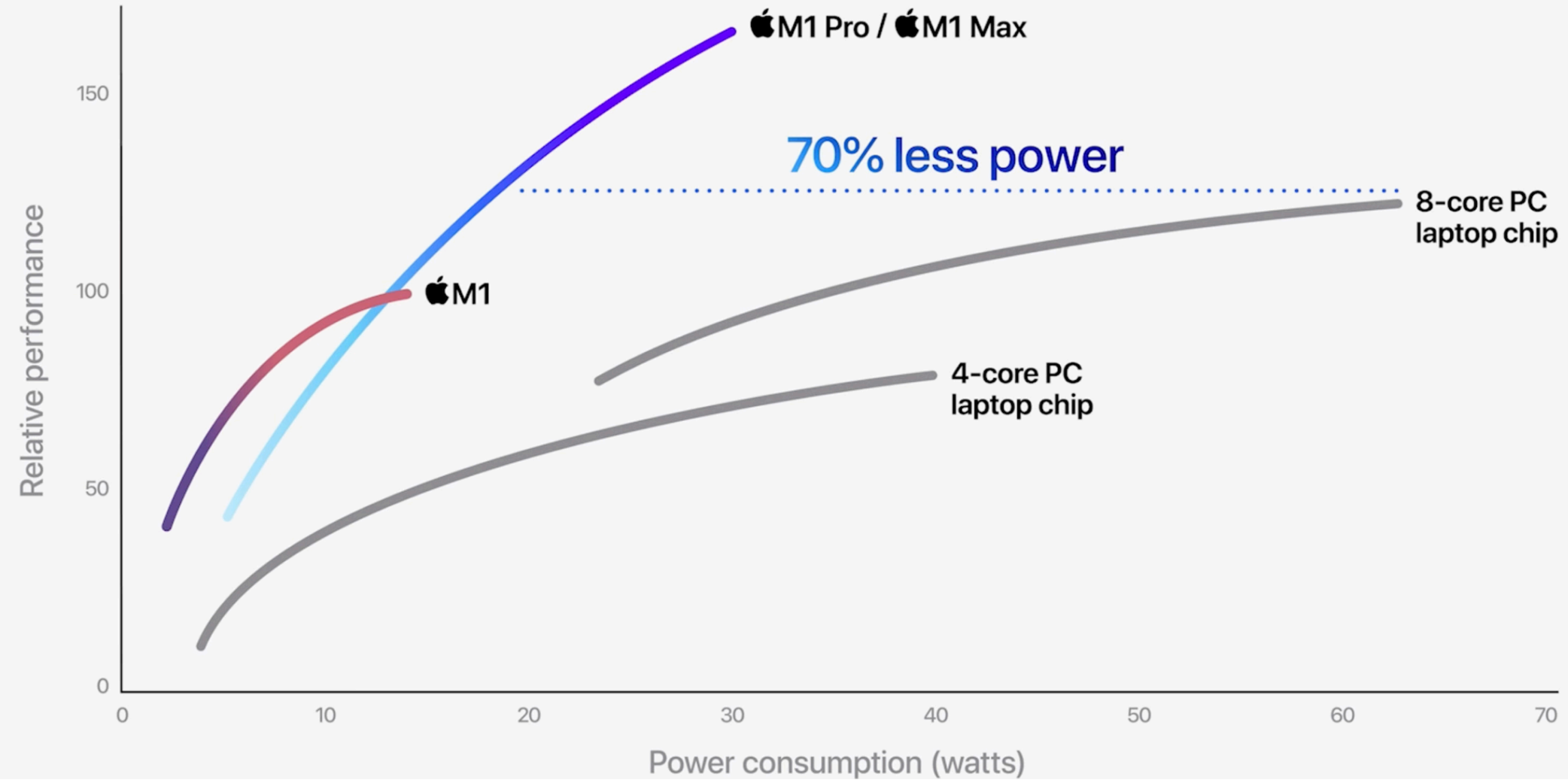
🍏 M1 Max

Comparing the  
Three M1 Chips

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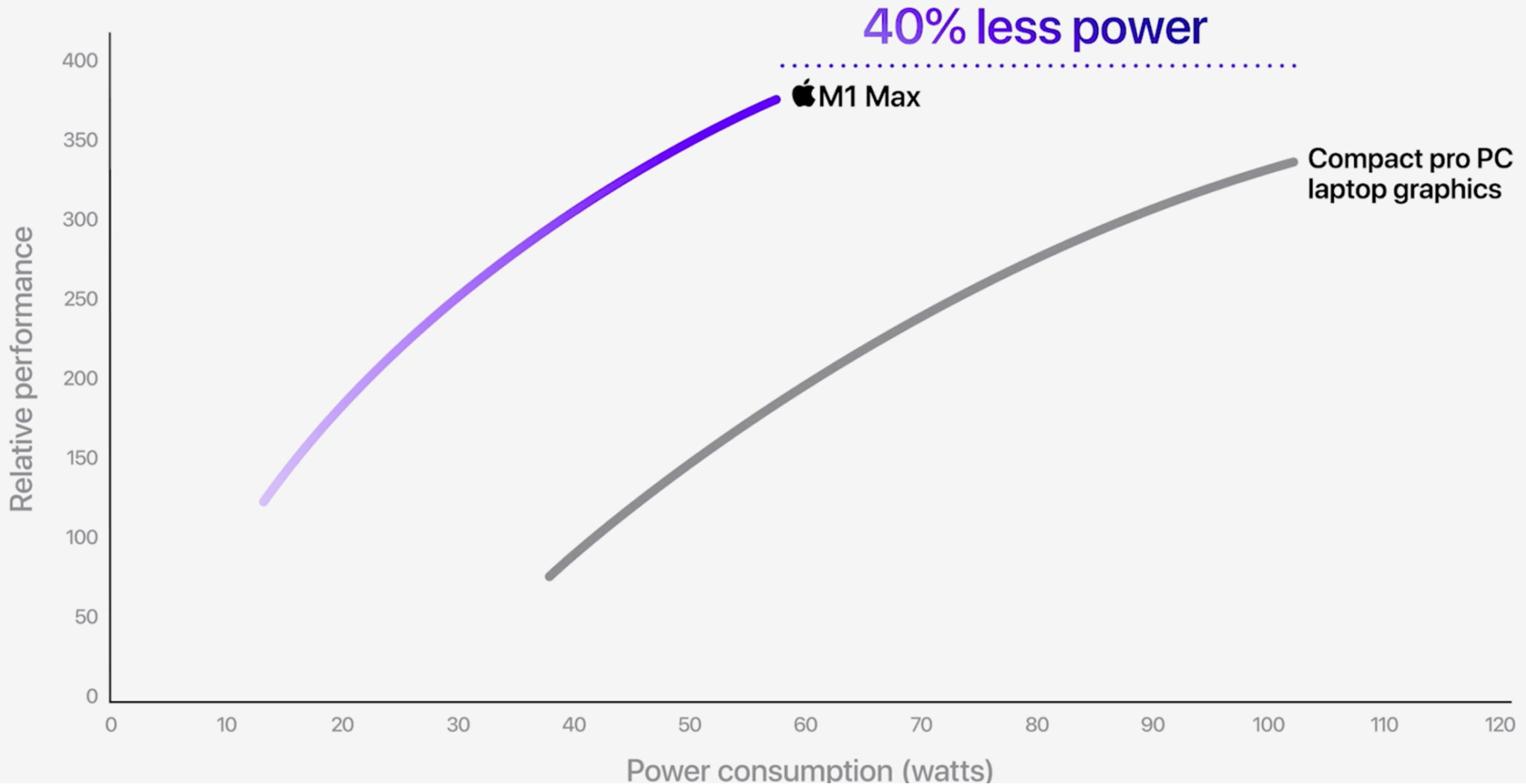


# CPU performance vs. power



Mac Chips versus  
PC Laptop Chips

# GPU performance vs. power



Mac GPU Power Efficiency  
Versus PC Laptop Graphics

# MacBook Pro Performance (M1Pro and M1Max)

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- System-on-a-Chip architecture in a pro system for the first time
- M1 Pro and M1 Max are the most powerful chips Apple has ever built (M1 Pro chip is 70% faster than the M1 chip)
- Industry-leading power efficiency and performance per watt (very quiet fans!)
- Memory bandwidth (200 GB/second) of M1 Pro is 3X that of the M1; MemoryBandwidth of M1Max (400 GB/second) is 6X that of the M1
- macOS Monterey is engineered to take advantage of the M1Pro and M1Max
- Rosetta 2 enables iPhone and iPad apps, as well as Mac apps not yet updated to Universal, to run directly on the Mac